

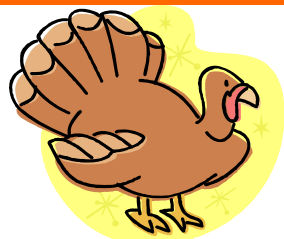
*Highlight:  
Holiday Crafts  
& Small Business Expo!*

**November**—'Tis the season for fun events and everyone's invited!

On the 6th, local micro-entrepreneurs will display and sell handmade crafts to the public at the "Holiday Crafts and Small Business Expo". During this event, attendees will also have the opportunity to attend English or Spanish business training sessions on how to start and promote their small businesses.

The Expo, a free event hosted by the City of Pharr, Texas AgriLife Extension Service, and the UTPA Small Business Development Center (SBDC), will be held from 9 am to 12 pm at the Pharr Civic Center. The fair is organized by the three organizations to stimulate micro-entrepreneurship as part of community and economic development.

The "Holiday Crafts and Business Expo" will be held at the Pharr Civic Center, located at 1011 West Kelly in Pharr. For more information on the business training held at this event, please contact the SBDC at (956) 292-7535, or Nora Garza at Texas AgriLife for booth information at (956) 383-1026. Please visit [www.utpa.edu/sbdc](http://www.utpa.edu/sbdc) for additional flyer information.



Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Assistance for the hearing impaired can be attained by calling the TDD at (956) 384-5071. For additional information our telephone is (956) 292-7535 or visit the SBDC website at [www.utpa.edu/sbdc](http://www.utpa.edu/sbdc) or [www.twitter.com/utpabdigroup](http://www.twitter.com/utpabdigroup)

**SBDC Calendar of Events  
NOVEMBER 2009**

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 Basics in Business-E  Trade Show Do's and Don'ts—O	4	5 Power of Business Planning—E	6 Holiday Craft's and Small Business Expo-O	7
8	9	10 How's Your Credit-B  Veteran's Procurement & Financing—H  ABCs of International Trade—E  Latina Hope-O	11 Basics in Business-E  Como Emprender Un Negocio—E	12 Language of Business-E	13	14
15	16	17 ABC's of Contracting-B  Basics in Business—E  Compliance Issues for Small Business—O  Latina Hope-O	18 Texas Friendly Customer Service—O  Veteran's Procurement & Financing—B  QuickBooks 201-E	19 Power of Business Planning-E  Website Design-E  Passaporte al Exito-O  QuickBooks 201-E	20	21
22	23	24 Internet Marketing-E  Latina Hope-O	25	26 	27	28
29	30					

E—EDINBURG

H—HARLINGEN

B—BROWNSVILLE

O—OTHER

## The University of Texas-Pan American Small Business Development Center

### EDINBURG

- 11/3,11/11,11/17 Basics in Business—Learn about permits, licenses, etc. to get your business started. Recommended course for new clients. Fee: None (UTPA Annex, Edinburg) 11/3, 11/17 from 2 pm—4 pm **AND** 11/11 from 6 pm—8 pm.
- 11/5, 11/19 The Power of Business Planning—Learn about the components of a business plan, a necessary tool for obtaining financing. Recommended for active clients. Fee: None (UTPA Annex, Edinburg) 11/5 from 2-4 pm **AND** 11/19 from 6 pm– 8 pm
- 11/10 The ABC's of International Trade Learn the reasons on why companies go global and how you can get started on expanding your own business venture across the globe. (Woman's Business Center, Edinburg) 9-11 am
- 11/ 11 Como Eprender Un Negocio En Los Estados Unidos-¿ Desea abrir su propio negocio en los Estados Unidos ? ; El seminario "Como Emprender Un Negocio en los Estados Unidos" brindara las herrrmitas necesarias para establecer su negocio en los EEUU!( UTPA International Trade and Technology Building, Edinburg) 8 am-4 pm
- 11/12 The Language of Business-Learn about the financial statements in your business. What are they for and how to they relate to each other? Recommended for active clients. Fee: None (UTPA Annex, Edinburg) 2 pm—4 pm.
- 11/17 QuickBooks 201: Analyzing QuickBooks Reports- 11/18 QB 201: Payroll & Progress Invoicing 11/19 QB 201: Project Tracking & Billing—3 advanced courses taught by a certified QuickBooks® instructor & CPA. Recommended for active clients. Fee: \$69 each or \$169 for 3 (UTPA Annex) 6 pm—9 pm \*PRE-REGISTRATION W/ PAYMENT REQUIRED. SEE FLYER FOR ADDITIONAL RESTRICTIONS. \*Presented by David Carrales, CPA.
- 11/19 Website Design— Workshop presenter and web design expert Tony Navarra guides audience members through a step by step training on how to develop and customize websites to fit the unique needs and styles of small business owners. Fee: None (UTPA Annex, Edinburg) 10 am– 12 pm
- 11/24 Internet Marketing— Workshop presenter Alba Adame guides audience members through a step-by-step training on how Internet marketing ties together creative and technical aspects of the Internet , including design, development, advertising and sale, to fit the unique needs and styles of small business owners. Fee: None (UTPA Annex, Edinburg) 2 pm– 4 pm \* Sponsored in Partnership with the Texas Veterans Business Outreach Center

### HARLINGEN

- 11/10 Veterans Procurement & Financing-Topics to be discussed: Business counseling for veterans, financing options, procurement, and SBA services. \* In Partnership with Rio South Texas Regional PTAC and Texas Veterans Outreach Center Fee: None (Harlingen Chamber of Commerce, Harlingen) 2 pm– 4 pm

### BROWNSVILLE

- 11/10 How's your credit ? Understanding & Protecting Your Credit— Consumer Credit Counseling Service of South Texas presents an in-depth workshop on understanding your credit and its effect on your finances. Join Janie Alegria, credit expert, to learn more on managing your credit history. Fee: None ( Brownsville Chamber of Commerce, Brownsville) 10 am-12 pm. \*Presented in partnership with Consumer Credit Counseling Service of South Texas
- 11/17 ABC's of Contracting- Learn how the Government buys, Selling to the Government, Myths and Realities of Government Contracting and much more. Fee: None (Brownsville Chamber of Commerce, Brownsville) 9 am– 12 pm \*Presented by Rio South Texas Regional PTAC
- 11/18 Veterans Procurement & Financing -Topics to be discussed: Business counseling for veterans, financing options, procurement, and SBA services. \* In Partnership with Rio South Texas Regional PTAC and Texas Veterans Outreach Center Fee: None (Brownsville Chamber of Commerce, Brownsville) 2 pm– 4 pm

### OTHER

- 11/3 Trade Show Do's and Don'ts'- Learn about the basic components of having a booth at a trade show. Fee: None (Pharr Chamber of Commerce, Pharr) 2 pm– 4 pm
- 11/6 Holiday Crafts & Small Business Expo 2009—Micro-entrepreneurs showcase their handcrafted products for the holidays. Join us in supporting this important economic segment of the Rio Grande Valley. Expo includes business exhibitors and training. See training schedule below! Recommended for everyone. Fee: None (Jose "Pepe" Salinas Memorial Civic Center, 1011 West Kelly, Pharr) 9 am—12 pm. \*In partnership with Texas AgriLife and the City of Pharr.  
9:30 am—10:30 am: Como Iniciar Un Negocio 10:30 am—11:30 am: Basics in Business
- 11/10, 11/ 17, 11/24, 12/1 Latina Hope Program— 11/1 Entrepreneurial Spirit— Discover business opportunities, Describe characteristics that make a successful entrepreneur 11/17 Operational Management— Resources to manage a business. Responsibilities, legal advantages and disadvantages of owning a business, Basics of inventory purchasing and control 11/24 Marketing Principals— Recognize niche and target market, Know the 4 P's of marketing, Advertisement and publicity for business, know the importance of customer service 12/1 Business Plan— know what a business plan is, why it is useful \* In partnership with the McAllen Chamber of Commerce and Hope Clinic, LAMP and McAllen Literacy Center. Clients will be screened by the McAllen Chamber of Commerce, please contact Matt Ruszczak at (956)682-2871 for more information.
- 11/17 Compliance Issues for Small Businesses-Learn about loan requirements, financing options, agencies to contact and much more. Fee: None ( Pharr Chamber of Commerce, Pharr) 2 pm– 4 pm
- 11/18 Texas Friendly: Home Grown Customer Service—This comprehensive training by Texas Friendly™ focuses on the six hospitality habits necessary for quality customer service! Other topics emphasized include business etiquette, phone courtesy, working with difficult people, handling complaints, cultural etiquette, and communication. Fee: \$25 Participants receive a certificate of completion and a sticker to showcase in their business. Recommended for active clients. Fee: None (McAllen Hispanic Chamber of Commerce, McAllen) 9 am– 11 am
- 11/19 Pasaporte al Éxito: Estrategias Claves de Inmigración de los EE.UU. Para el 2009 y en Adelante—Individuos que desean invertir en los EE.UU. podrán obtener información sobre Visas de Inversión, requisitos de elegibilidad, los beneficios y desventajas de inversiones extranjeras, y mucho más. Curso ideal para comerciantes. Cuota: Gratis (Mission Chamber of Commerce, Mission ) 12 pm-2 pm